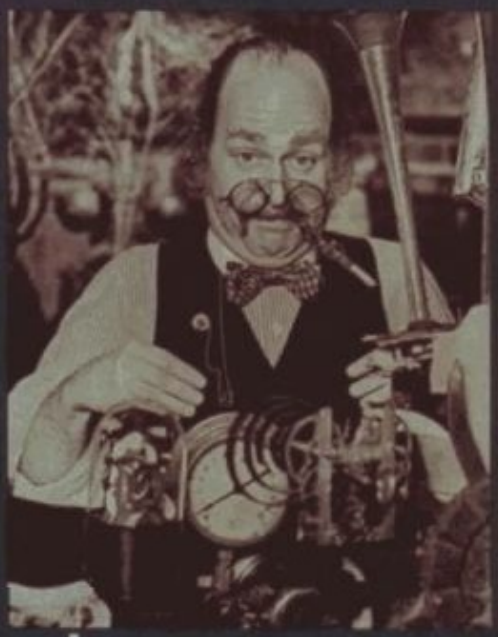
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 388—Inventor—Req. No. 99888—Page—4/c bleed—8¼ x 11¼ inches—National Magazines, 1975 (C)
Printed in U.S.A.

Parliament. The recessed filter cigarette.



1. Though some of his designs were patently absurd, inventor Allen Ruben's favorite gadget was his cigarette holder. Because it gave him clean taste.

2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. We've made clean taste into a science.

It works like a cigarette holder works. For clean taste.

Kings: 14 mg. "tar," 0.8 mg. nicotine
Box: 14 mg. "tar," 0.8 mg. nicotine
av. per cigarette, FTC Report Oct. '74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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